

m/m Ed Barro > one one
m/m B. Friedman will go.

m/m Gary Montano - Now 3rd
Longest DA
New Bedford.

m/m Mike Maulin - Stommed

m/m Gary Chandonneau - D. Roade

M. Andy K - Small C-store
Chan - City Outlets
Primary retailer supporting
Smoking activity in store

BUSINESS WATCH

1-800-862-2525

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Not sent yet

Mark Young
New York Metro

*G.A. Anderson
Joanne Dagher
Gandy Kate
Middlebury Col.*

Date:

To: Dave Wilmesher

Subject: Lake Tahoe Outing 1998

Dear Dave,

As we discussed at the last NESA meeting, I've put together a preliminary list of Key Customers to entertain in Tahoe next summer:

1. **Ed Berro / Barry Feltman** (Harold Levinson & Associates). This is the largest Direct Account in the Region. I've listed both individuals for invitations due to the fact that only "One" will be away from the business at a time. Since Ed and Rita do not golf, I feel they will accept the invitation.
2. **Gary Montano** (Montano Cigarette Company). With the recent purchase of two existing direct accounts in Connecticut, Montano is now our third largest direct account behind Levinson and Stommel. Gary is very hard to entertain especially since he does not play golf.
3. **Mike Maslin** (General Mgr. / Stommel Long Island).
4. **Bob Page** (President / Quick Chek Stores NJ). As you are aware, for the past 2 to 3 years Bob has turned down all the high-level golf events that we have invited him to. Back in 1991, I took Bob and his wife Olga to Tahoe. Bob's wife Olga has mentioned several times since then how much she personally enjoyed the trip. I feel that they will probably accept knowing that I will also be attending.
5. **Andy Kerstein** (President / Andy K's Convince Stores). Andy is currently a small chain in New Jersey with nine stores (3 corporate / 6 franchise). The reason Andy is so important is due to his involvement in fighting all Tax and Cigarette Restrictions that surface in the state. Andy is the person representing the Retailers ever time someone is needed to testify in support of the cigarette industry in New Jersey. Andy has been personally responsible for reversing the decision on Non-Self Service /

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restricted promotions in four of the townships in the state. At the same time, Andy is currently in the process of opening up his first CTS location in SeaBright NJ. His plans are have 20 open by the end of 1998. Definitely an important player in the future.

6. ^{VP}
Gary Charboneau (Director of Operations / Dwane Reade Drugs). A very progressive / category driver with 66 stores in New York City. This high volume chain (350+ cartons / wk.) will be a strong player even when the FDA regulations are implemented.

Since Hess Oil will be covered by Jim, these 6 individuals represent the most important customers in the region to entertain in Tahoe. With all the above, it will help if I become closer (personally) with these Key Customers.

Sincerely,

Mark Young

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